

EXHIBIT 10

Step 1: Access JLI's HomePage

Store Locator Register a Product Refer an Adult Smoker Customer Support

JUUL About JUUL Our Product Our Community Shop **Auto-Ship** JUUL Pass  

Free delivery on orders over \$34



A new year with a new price.

Your JUUL Device, now \$9.99.

SHOP DEVICES

Step 2: Access “Shop” Page

Store Locator Register a Product Refer an Adult Smoker Customer Support

JUUL About JUUL Our Product Our Community Shop **Auto-Ship** JUUL Pass  

SHOP



JUULPODS

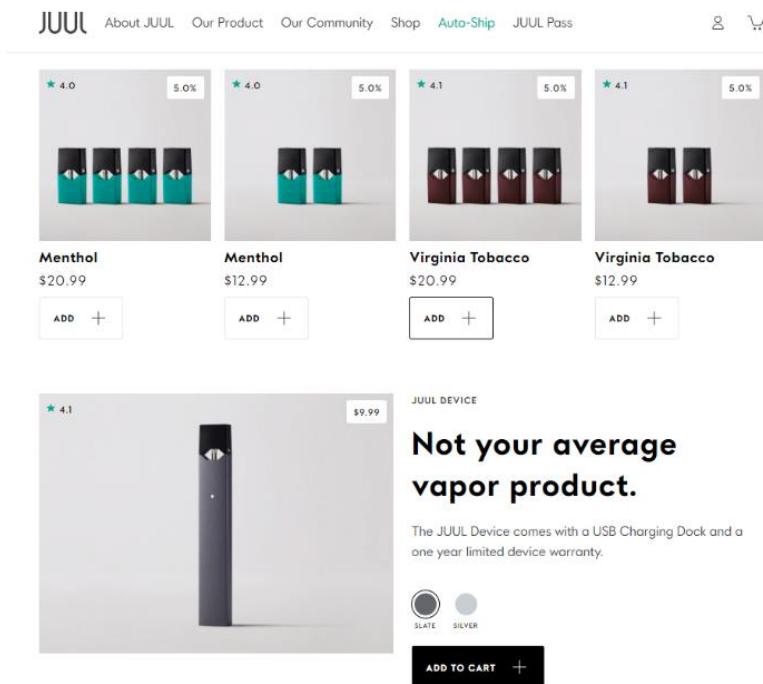
Enhance your experience with choices.

Choose your nicotine strengths, flavors, and pack sizes. There is a limit of 15 JUULpod packs (60 individual JUULpods) per customer per month. The limit resets the 1st of every month.

CHOOSE NICOTINE STRENGTH

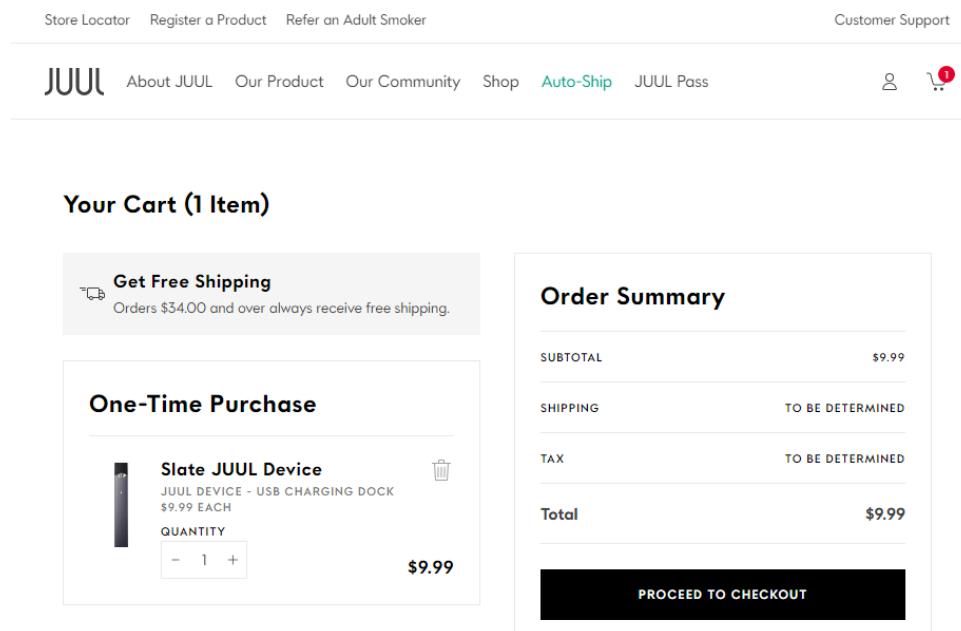
5.0% 5.0%

Step 3: Add Product to Cart



The screenshot shows the JUUL website's product selection page. At the top, there are four JUUL pods: Menthol (4.0%, \$20.99) and Virginia Tobacco (4.1%, \$20.99) in two different colors. Below them are two JUUL devices: Menthol (4.0%, \$12.99) and Virginia Tobacco (4.1%, \$12.99). Each item has an "ADD +" button below it. To the right, a larger image of a JUUL device is shown with the text "Not your average vapor product." and a description: "The JUUL Device comes with a USB Charging Dock and a one year limited device warranty." Below the device image are "SLATE" and "SILVER" options, and an "ADD TO CART +" button.

Step 4: Proceed to Checkout



The screenshot shows the JUUL website's cart and order summary page. At the top, there are links for Store Locator, Register a Product, Refer an Adult Smoker, and Customer Support. Below that is the JUUL navigation bar with links for About JUUL, Our Product, Our Community, Shop, Auto-Ship, JUUL Pass, and a user icon with a notification badge (1).

Your Cart (1 Item)

One-Time Purchase

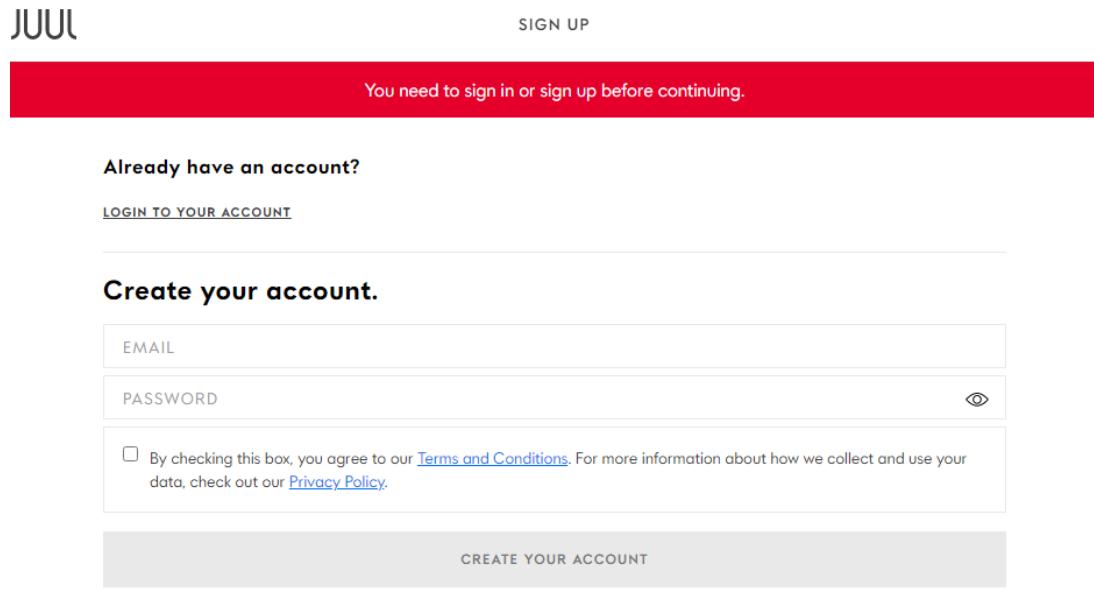
Slate JUUL Device
JUUL DEVICE - USB CHARGING DOCK
\$9.99 EACH
QUANTITY
- 1 + \$9.99

Order Summary

SUBTOTAL	\$9.99
SHIPPING	TO BE DETERMINED
TAX	TO BE DETERMINED
Total	\$9.99

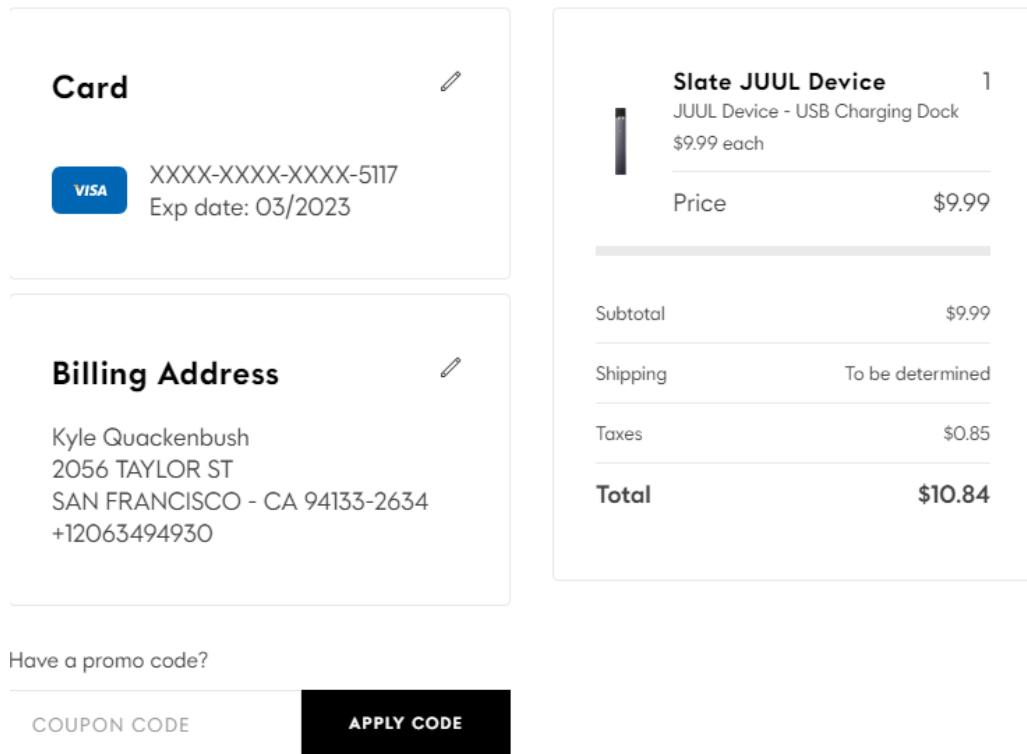
PROCEED TO CHECKOUT

Step 5: Login or Create an Account using JLI User Portal



The image shows the JUUL 'Create your account' form. At the top, there is a 'SIGN UP' button. A red banner below it says 'You need to sign in or sign up before continuing.' Below the banner, there is a link 'Already have an account? [LOGIN TO YOUR ACCOUNT](#)'. The main form area has 'EMAIL' and 'PASSWORD' fields. Below these is a checkbox with the text: 'By checking this box, you agree to our [Terms and Conditions](#). For more information about how we collect and use your data, check out our [Privacy Policy](#).'. At the bottom of the form is a 'CREATE YOUR ACCOUNT' button.

Step 6: Complete Checkout Payment Page



The image shows a checkout payment page. On the left, there is a 'Card' section with a VISA logo, the card number 'XXXX-XXXX-XXXX-5117', and the expiration date '03/2023'. Below this is a 'Billing Address' section with the name 'Kyle Quackenbush', address '2056 TAYLOR ST SAN FRANCISCO - CA 94133-2634', and phone number '+12063494930'. On the right, there is a summary table of the order:

Slate JUUL Device	1
JUUL Device - USB Charging Dock	
\$9.99 each	
Price	\$9.99
Subtotal	\$9.99
Shipping	To be determined
Taxes	\$0.85
Total	\$10.84

At the bottom, there is a field 'Have a promo code?' with a 'COUPON CODE' input field and a 'APPLY CODE' button.

Step 7: Complete Checkout Address Page

Checkout

✓ PAYMENT ADDRESS SHIPMENT CONFIRMATION

Shipping Address

Is your shipping address the same as your billing address?

Yes

No

Adult signatures are required for all purchases to ensure the recipient is over 21 years old.

ADDRESS **MILITARY ADDRESS**

Kyle  **Quackenbush** 

Slate JUUL Device	1
JUUL Device - USB Charging Dock	
\$9.99 each	
Price	\$9.99
Subtotal \$9.99	
Shipping	To be determined
Taxes	\$0.85
Total	\$10.84

Step 8: Complete Checkout Shipment Page

Checkout

✓ PAYMENT ✓ ADDRESS SHIPMENT CONFIRMATION

Shipping options

2-4 business days standard shipping (\$7.00)

1-2 express shipping (\$22.00)

Delivery options

Require adult signature upon delivery (\$0.00)

REVIEW ORDER

Slate JUUL Device	1
JUUL Device - USB Charging Dock	
\$9.99 each	
Price	\$9.99
Subtotal \$9.99	
Shipping	To be determined
Taxes	\$0.63
Total	\$10.62

Step 9: Complete Checkout Confirmation Page

Checkout

✓ PAYMENT ✓ ADDRESS ✓ SHIPMENT CONFIRMATION

Billing Address

Kyle Quackenbush
2056 TAYLOR ST
SAN FRANCISCO - CA 94133-2634
+12063494930

Card

 XXXX-XXXX-XXXX-5117
Exp date: 03/2023

Slate JUUL Device 1
JUUL Device - USB Charging Dock
\$9.99 each

Price	\$9.99
Subtotal	\$9.99
Shipping	\$7.00
Taxes	\$0.63
Total	\$17.62

Shipping Address

Kyle Quackenbush
2511 E Marshall Ave
Phoenix - AZ 85016-2829
+12063494930

Shipping & Delivery

2-4 business days standard shipping
(\$7.00)

After placing your order, you have 45 minutes to cancel by going to your account page and clicking cancel order.

I confirm that I am 21 years of age or older, and that the shipping address for the JUUL product(s) is my address. I understand that I am strictly prohibited from distributing or otherwise providing any JUUL products to any person under the legal minimum purchase age.

PLACE ORDER